Øresund IT

International interest in jobs in the Øresund Region

Øresund IT assists Danish and Swedish companies in recruiting qualified employees. And the IT and telecommunications industry is particularly attractive to the international job applicants.

Øresund IT, in collaboration with Sony Ericsson and Microsoft Development Center Copenhagen, has worked to brand the Øresund Region as a world leading knowledge hub in mobile technologies. In a joint recruitment campaign aimed at developers, test conductors, project managers and other experienced software specialists in Poland, they have raised awareness of the unique competencies and possibilities in IT and mobile technologies within the region. And the campaign has exceeded expectations:

- We have experienced a great international interest in working in the Øresund Region. On our website alone, the campaign has attracted over 34.000 visitors, says Anne Mette Brondbjerg, project manager in Øresund IT.

Succesful campaign

Under the headline 'Make your career go mobile – Move to Øresund' the campaign has featured online and in the Polish media throughout May, with a focus on the excellent career opportunities in the Øresund Region's many IT companies. Apart from raising the general awareness of the Øresund Region amongst the Polish IT experts, the campaign has also resulted in a number of specific applications to Sony Ericsson and Microsoft DCC.

- We are very content that through this campaign we have attracted the attention of even more competent candidates, announces Bjarne Schøn, Product Unit Manager for Microsoft Dynamics Mobile at Microsoft Development Center Copenhagen.

The parties behind the recruitment campaign believe that initiatives like these will help to ensure the continuous growth of the IT- and telecommunications companies in the Øresund Region.

- We are very proud of the results and the positive attention, this campaign has attracted, and will continue to brand the Øresund Region as an attractive work location for international IT specialists, says Anne Mette Brondbjerg.

For further information please contact:

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Øresund IT is a non-profit network organization uniting Danish and Swedish IT actors centered on the Øresund IT cluster. The goal of Øresund IT is to make the region more attractive by facilitating access to knowledge and contacts. Øresund IT offers a unique value by combining the best of Swedish and Danish traditions and know-how. For more information on Øresund IT, please visit: www.oresundit.org

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